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Better Family Living —  
Through Farm and Home Development

NOVEMBER 1957





# EXTENSION SERVICE *Review*

Official monthly publication of  
Cooperative Extension Service:  
U. S. Department of Agriculture  
and State Land-Grant Colleges  
and Universities cooperating.

**T**he *Extension Service Review* is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The *Review* offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the *Review* serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Division Director: *Lester A. Schlup*

Editor: *Edward H. Roche*

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## EAR TO THE GROUND

Just what is Farm and Home Development? If you posed this question to every author in this issue, you might get a different answer from each one. But regardless of definitions, I'm sure all the authors would agree that this is one of Extension's most effective approaches to helping farm families attain their needs and desires for a satisfying life.

"It's looking at all of the family's problems from their side of the fence." That's a pretty good description of how Farm and Home Development differs from other Extension approaches. It came from a county agent who said he used to look at a farm where the owner was having difficulties and think, "If that fellow would only spend a little more money for fertilizer, his troubles would be over. Now I know that low soil fertility is only one of his problems and maybe his Mrs. needs a new washing machine pretty badly, too."

Farm and Home Development is a unifying of things that Extension has been teaching for a long time. Instead of dealing with farm or home management problems individually, extension agents are working together to help whole families plan for their future.

I think the latter is one of the most important points brought out in this issue—Farm and Home Development has to be a team effort to succeed. County agents and specialists have to join forces to bring the latest technology to families which will help them make the best decisions. And families, of course, have to plan and work as a team if they are to carry out these decisions and reach their objectives.

December is a natural month to take stock of progress and we'll do that in next month's issue. A summary of the annual report of the Cooperative Extension Service will tell how Extension is using new as well as time-proven methods to meet the challenges brought about by changing agricultural and homemaking conditions.—EHR

## ON THE COVER

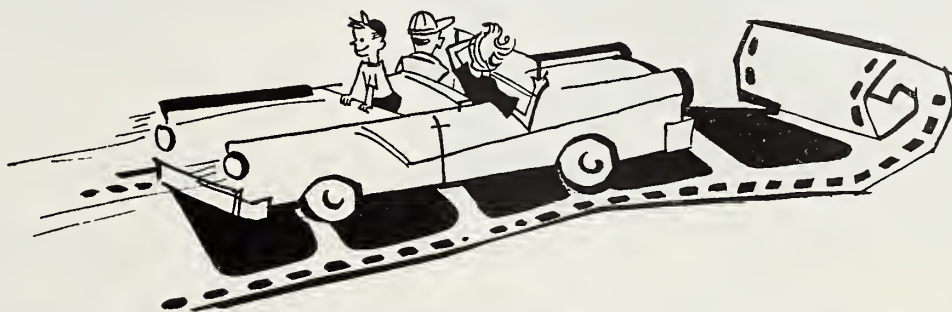
Better family living means more time for fishing, picnics, and other recreation for this Indiana farm family. Farm and Home Development families learn to use their time efficiently, resulting in more hours of leisure.

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# Farm Families Are Keeping in Step with changing conditions

by OTTO C. CROY,  
Federal Extension Service



**T**HROUGH Farm and Home Development, thousands of farm families are learning how to make their own decisions resulting in desirable farm and home management adjustments in a difficult and rapidly changing agricultural period. Three years ago saw an intensification of this method in many of the States. One means of taking stock of progress is by reading the articles in this issue of the REVIEW. They are full of interesting statements by representative members of the Extension staff in the United States and many testimonials of farm families.

These articles indicate three types of improvement in this method of doing extension work: improvement in understanding, improvement in the method itself, and improvement in staff training.

## *Improvement in Understanding*

Statements like these are occurring more often: "Families make their own decisions and plans"; "changes in people"; "learner-centered vs. teacher-centered." These and many other such statements are indicative of improvement in understanding that Farm and Home Development is a method for carrying out the Extension Service's mission of increasing income and level of living through an educational program by working with the family as a unit.

The educational part is in helping families to learn how to make their own decisions after having made a careful appraisal of the situation and

of all of the possible alternatives. This kind of learning has to be experienced. In this type of extension work agents help families to develop a clear understanding of what their real problems are before discussing possible solutions. The chosen course of action then becomes the family's solution to its problems and recommended practices are only means to an end, rather than an end in themselves. The end, of course, is profitable and satisfying family living.

Paul Crooks of Indiana says, "Farm and Home Development is a continuous process that requires education of the farm family if it's to make its own decisions and if the Extension Service is to avoid continuous piecemeal personal service."

Many States have found that where rapid improvement in technology brings on a higher degree of mechanization, larger farm units, and shifts in enterprises, the most effective tool for helping farm families is Farm and Home Development.

Lila Dickerson and A. W. Peterson of Washington say "Good management makes the difference. Farm and Home Development is the best method Extension has to teach improved farm and home management."

## *Improvement in Methods*

During the past three years there has been much discussion as to the best method of doing Farm and Home Development. Some said in the beginning it would all have to be done by individual contact on the farm

by one or more agents working intensively with the family. Others said that part of the analysis in looking at alternatives and much of the actual teaching of subject matter could be done with small groups of 5 to 8 couples.

Cliff Meeker of Missouri says, "We feel there is no one method for doing Farm and Home Development. We have used a variety of methods successfully during the past 20 years."

Associate Director Nesius, Ky., says, "As long as the problem of the farm family is approached from the same point of view as the family has and the methods used are not belabored with frivolities and rigidities, Farm and Home Development is bound to succeed as this is the basis from which a farm family starts its planning."

Today the general opinion in many States is that Farm and Home Development is not one or the other specific method. There is developing a very strong conviction that it takes both group and individual work and one without the other may not be adequate.

## *Improvement in Staff Training*

Adequate training in the basic concept, in the skills of teaching good management, in the skills of counseling with farm families, and in the skills of teaching individuals how to make their own decisions and plans can make the difference between suc-

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# They Support and Complement Each Other

• FARM & HOME DEVELOPMENT  
• PROGRAM PROJECTION  
• RURAL DEVELOPMENT

## What they are

**P**ROGRAM projection is a method or process used by the people Extension serves for developing programs that best meet their needs. Farm and Home Development is an extension teaching method used with farm families to help solve the problems of each individual family. Rural Development is a program for developing the human and physical resources of low-income rural areas.

Although each of these endeavors supports and complements the others, each has its own specific purpose and distinguishing characteristics. The following definitions may help clarify misunderstanding of these three endeavors.

**Program Projection** is program planning on both a short and long-time basis for which Extension provides leadership and guidance. It is characterized by:

(a) The involvement of many individuals and groups in an organized and systematic planning effort.

(b) Critical study and analysis by local people—based on careful interpretation of all available pertinent information—of family, community, and county situations, needs, and problems.

(c) Development by the people, after careful consideration of all facts and of possible remedial measures, of a comprehensive long-time plan, including Extension educational programs, aimed at helping local people achieve the goals they establish for themselves.

**Rural Development** is a cooperative Federal-State-county long range program aimed at improving all aspects

of living, including employment opportunities and incomes, in low-income rural areas. It is characterized by:

(a) Cooperative, unified effort by many governmental, business, civic, agricultural, educational, and other groups in analyzing local or areawide needs and opportunities.

(b) Group action on a community, county, or area basis on the problems contributing to low incomes and unsatisfactory socio-economic conditions.

(c) The use of all educational methods and all programs and facilities that can contribute to the development of physical and human resources, and the improvement of employment opportunities and incomes.

**Farm and Home Development** is an Extension educational method for helping farm families to make the most effective use of their farm and family resources in meeting family needs and wants. It is characterized by:

(a) Careful consideration by the family of the total farm and family situation, needs and wants, problems, and resources.

(b) Establishment of definite family goals.

(c) Family participation and extension assistance in solving problems and in attaining goals.

(d) A whole-farm-and-home approach to the problems of the farm and the home.

(e) Careful study and analysis by the family of the various alternative

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## How they fit together

*In this column, C. B. Ratchford, assistant director, North Carolina Extension Service, explains how Program Projection, Rural Development, and Farm and Home Development support and complement each other.*

**T**HREE major activities have recently become significant in the national Extension picture. They are Program Projection, Farm and Home Development, and Rural Development.

These three endeavors are different but there is no conflict between them. Rather, they support and complement each other. Together, they give Extension the best possible vehicle for increasing net income and level of living among rural people. Separately, each one is far less effective.

### **Program Projection Is Base**

Program projection, by setting forth the problems and potentialities for families and communities, serves as a sound base for all extension work.

Farm and Home Development is a method to accomplish the projected program on farms and in homes. Extension workers use this method to help farm families solve their problems and explore the possibilities developed through program projection.

In the broader rural development program, Extension is centering its efforts on helping people in low-income areas to develop their total resources. This is done through Farm and Home Development and other

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# We're Sold on Farm and Home Development

## Here's Why

by PAUL B. CROOKS  
Assistant County Agent Leader,  
Indiana

**F**ARM and Home Development may be compared to a thorough physical and clinical examination by a highly trained staff of competent doctors. The patient is helped to look at his situation objectively—to see the ways to improve his health, and is motivated to do whatever is necessary to have as long and full a life as possible.

This process helps farm families to recognize, assign priorities to, approach, and reach their family and business goals — both as producers and consumers. It helps motivate them to recognize their opportunities, appraise their material and intangible resources, and to use them most effectively. This is done by the selection of the most desirable alternatives that are workable, either on or off the farm.

Farm and Home Development also teaches decision-making. It is a continuous process that requires education of the farm family if it is to make its own decisions, and if the Extension Service is to avoid continuous piecemeal personal service.

Experience has helped to give us some criteria for Farm and Home Development work. Personal experiences of county extension workers serve as our main guide. Here are some of our guidelines and our reasons for using them:

1. Education of the family should be the major objective of Farm and Home Development. The family should be taught how to study its resources, set goals, assign priorities, consider alternative solutions, and

develop a plan for reaching its objectives.

"We used to decide things on a hit-and-miss basis. We have now learned how to use the budget forms and can figure out the most profitable steps to take," a Clinton County family reported to Joe Huber and Mary Ellen Howkinson.

Bill Head of Shelby County wrote in a monthly report: "Twenty-eight farm families attended the State farm management tour. These families had developed a system through their Farm and Home Development training whereby they could evaluate a given farm operation. Most of their discussion was based on the complete farm and home operation rather than on separate enterprises. The group analyzed the farms on their potential rather than on the present operation."

By way of contrast, another agent who has been *servicing* rather than *educating* said, "I have worked with this family for 2 years and they still want me to make all of their decisions."

2. Specialists should train agents and not service individual farm families.

Paul Wharton of LaPorte County makes a statement typical of many Indiana agents: "I had been accustomed to specialists holding meetings or working with farmers in the county before Farm and Home Development. John Foley and Ruth Hutcheson (farm building and housing specialists) have taught me how

to help families solve their problems. This really helps, for I'm on the firing line all the time and I can get the specialists only 2 or 3 times a year, if I'm lucky."

### Need for Coordination

3. Specialists should coordinate their information and adapt it to the farm and home as a total business. Promotion of an individual's pet project has no place in FHD work.

Specialists of all departments coordinated their information for presentation to agents at their training conference this year. Hervey Kellogg of Fulton County commented: "We like to have specialists agree on their information or we don't know who to believe. If we had different answers to the same problems we would be placed in a very difficult situation. We wouldn't know what to believe and neither would our farm families."

4. Plans must be made by the family and not for them.

One agent reported: "I've tried it both ways. I've written a few plans for families and found that they put very few of my ideas into practice. It's another story when we teach them some basic principles, how to figure the budget forms, and then counsel and guide them in making their own plans. We get better results when the whole family is in on the planning. It becomes their plan — they know what they want to do and how to get there. There is no stopping them after they have set their

(Continued on page 232)



Training extension workers is one of the first steps in successful Farm and Home Development. Dr. E. R. Ryden is the instructor in this training session.



## Each family weighed goals and resources



## TWO STAYED . . . ONE MOVED TO TOWN

**W**HO is to say what is the best course of action for a farm family to take. Only the family can answer that question . . . and then only after carefully weighing its goals against the resources it has for achieving these goals.

One of the main values of Farm and Home Development is that it helps farm families reach such decisions and implement them on a sound basis, rather than through guesswork. And when the decision is based on a careful analysis of the situation, the family is much more prone to accept it as their decision and assume responsibility for carrying it out. The tools for arriving at sound decisions—defining goals, problems, and resources, studying alternative courses of action and their probable outcome in terms of needs and desires—are well known.

The real test of sound decision making or problem solving lies, however, in family satisfactions and attainments of family goals. Farm and Home Development helped these families make the right decision and

started them on the road to attainment of family goals:

### This Family Was Ready to Quit

"If it had not been for the county agent, I would not be farming today." Those are the words of Floyd Crawford, Columbia County, Fla., dairy farmer. When the Crawford family, which includes five children, asked assistance from local extension agents, their balance sheet added up like this: Family's goals included a satisfactory farm life, college education for the five children, and a new home; family resources included a newly purchased 400-acre farm, 86 cows, inadequate but livable home, and lots of optimism, energy, and ambition. Main problems were low soil fertility, poor quality and diseased cattle, inadequate feed supply, and lack of capital.

"The first year we lost \$1600 or \$400 per month during the winter's operation," says Mr. Crawford. "This was at a time when milk prices were highest and we should have been

making a profit. We were about ready to quit but after talking to the county agent we decided to operate the dairy one more year and try to grow some of our winter feed such as hay and silage."

That year the Crawfords started on a long-time Farm and Home Development plan with the help of their county extension agents. Some 128 tons of home-grown roughage were produced the first year and a check of milk receipts showed a profit of \$890 per month for the same 4-month period that lost the Crawfords \$400 per month the winter before.

Of 10 new practices the Crawfords decided upon, 9 were attained in 2½ years. Last year the family put 320 of their 400 acres into pasture and field crops and produced 400 tons of silage. Milk production now averages 7,500 pounds per cow annually. The family started with a debt of \$24,000, but assets now outnumber liabilities. The family is now planning for a new home.

### This Family Stayed Home

"We're thinking about selling out and moving to town," Mr. and Mrs. Bill Stark told Ray Schanding and Edith Anderson, agents in Jefferson County Ind. "We aren't making much money on the farm and I can get work with a construction company that will pay enough for a good living. We don't want to leave the farm, but we don't see how we can fix up the house and do what we want to on what we're making."

Ray and Edith encouraged the Starks to analyze their situation through the county's FHD program. Various alternative plans showed that the Starks could triple their income if they would change their crop rotation, use proper fertilization, cull unprofitable dairy cows and increase the herd from 12 to 30, sell 8 poor beef cows, and increase the number of brood sows from 6 to 15.

Their decision was to stay on the farm and see what could be done. In addition to making the changes originally suggested, the Starks have purchased and paid for an additional 80 acres, and have built a bunker silo, a

*(Continued on page 230)*



# The Payoff . . .

## Changes in People

by DUANE B. ROSENKRANS, JR.,  
Extension Editor, Mississippi



**I**NFLUENCING people to use improved practices is often a difficult and time consuming task. But the greatest challenge to the extension worker is that of changing people—helping them to develop their self respect, initiative, ambitions, specific goals, and abilities for attaining them.

It is a remarkable achievement when the vital human resources of a farm family are greatly strengthened in only 3 years. An outstanding example of such accomplishment through Farm and Home Development is the Tommie Reed family of Winston County, Miss.

Working most closely with the Reed family have been Mrs. Mary P. Young, home demonstration agent, and Claude E. Ming, associate agricultural agent. Also due much credit for the success of Farm and Home Development in Winston County is E. L. Sessums, county agricultural agent.

When they began Balanced Farm and Home Planning (as Farm and Home Development is called in our State) in August 1954, Mr. and Mrs. Reed and their 8 children owned 113 acres of land and a 2-story frame house about 100 years old. Their yields of cotton and corn were above average, and they were selling Grade C milk.

### Improved Management

As to the impact of Balanced Farm and Home Planning, Mr. Reed says, "Our extension agents have helped us to improve management of our business—where to spend our money and where it is needed the most.

"One of the first things we did was to have tests run on our soils. This showed us how to get better yields and the kind of fertilizer needed. The agents showed us about registered bulls for better cows. We bought more land because we needed it for the kind of living we wanted.

"They've helped us save money in a lot of ways. Information is as good as money sometimes."

Mrs. Reed adds, "We wanted to do a lot of things, but wouldn't have done them without the advice of the agents."

The gross income of the Reed farm has increased \$2,000 or more per year since the family began Balanced Farm and Home Planning.

### Progress Report

Highlights of the gains in their farming operation include:

**Land**—They bought 80 acres more in 1956 and rent additional land. This permits a larger cotton allotment and more than 3 times more acres in feed crops for their dairy.

**Dairying**—From 20 cows and calves in 1954, they have a better herd of 21 mature cows and 7 heifers. Several cows have been culled and an improved breeding program is being practiced. Production per cow is increasing due to better feeding and improved management. Grade A production is planned.

**Feed and grazing**—Expanded from 25 to 60 acres in corn, with higher yields due to the shift to adapted hybrids along with better fertilization. Developed over 60 acres of im-

proved pasture and good temporary grazing.

**Cotton**—Planted 26.5 acres in 1957. Yields average well over a bale per acre.

**Mechanization**—Replaced 1-row tractor with 2-row machine and all attachments in 1957. Eliminated the drudgery of hand milking this year with the addition of two mechanical milking units.

Not content simply with this progress in farm production, the Reeds have used their increasing income to steadily enrich their family living. They have made major changes in food buying, nutrition, health, and security.

Soon after beginning overall planning, Mr. and Mrs. Reed saw that in buying food they were not shopping around to the best advantage.

(Continued on page 230)



Improved nutrition for the Reed family is result of Balanced Farm and Home Planning. Mrs. Tammie Reed, left, discusses freezing plans with Mrs. Mary P. Young, home agent.

## Formula For Success . . .

# Do a Good Job and Let Others Know About It

by MINUS J. GRANGER, Associate Agent, Vermilion Parish, La.

FROM 5 families in 1954 to 52 families today. That's the growth of Farm and Home Development work in Vermilion Parish, La. Such progress stems from two things: Real achievement by cooperating families, and letting others know about these achievements. But the impact of this work is not limited to those families who are practicing Farm and Home Development. Many other families have been influenced to use new and improved practices by what they have seen, heard, and read about cooperating families.

Vermilion Parish is in the Evangeline country of the south Louisiana coast. Many of its people still retain the language and customs of its French-Canadian settlers. Rice and beef production are the major sources of farm income, with dairy, poultry, swine, grain, and cotton production supplementing these. Because it lies in the oil producing area of Louisiana, land prices in Vermilion Parish have skyrocketed in recent years. The 1954 census lists 2,645 farms with the average size being 146 acres.

One of the major problems of all cooperators starting Farm and Home Development work has been high cost and high investment per unit of

production. Investment per farm of these families ranges from as low as \$2,252 to nearly \$100,000. Other major problems of beginning cooperators include poor use of resources and lack of systematic long-time planning.

Two examples may serve to show what Farm and Home Development cooperators have accomplished. During the past 3 years, cooperating families have increased their net income from an average of \$2,704 in 1954 to an average of \$6,276 per family in 1956. During this same period, average return on investment has risen from 9 percent to 18 percent.

### Example of Progress

Typical of the progress being made is that of the Andrew Colomb family. When the Colombes called on the extension staff in 1954 for help, they were about ready to give up the 88-acre farm and move to town. With little pasture, and that of very poor quality, the Colombes were purchasing most of the feed for their 26 cows.

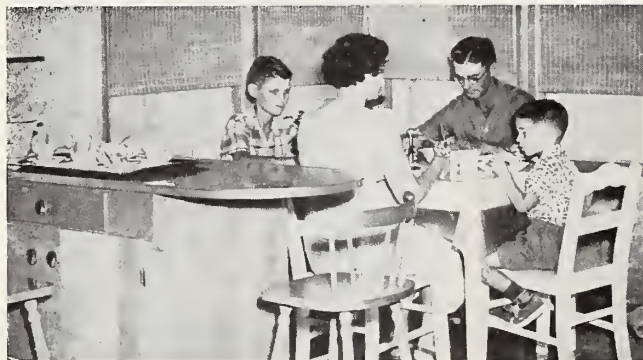
The first step taken by the Colombes was to make a systematic analysis of their total resources, including credit. With the help of the exten-

sion staff, they carefully weighed what they had against what they wanted to do on the farm and in the home. After studying various possibilities and the market situation for milk, they decided that their best prospect for improvement was through expansion of their dairy enterprise. Short- and long-time goals were established and the family started putting their plans into effect.

Through a Farmers Home Administration loan the Colombes were able to switch from mule to tractor power, start an intensive pasture and forage program, and increase their herd to 39 cows. Milk production increased 989 pounds per cow last year over 1955. And by producing his own corn, Colomb cut his feed bill from 42 percent of his gross income in 1955 to only 19 percent in 1956. The Colombes now have 29 acres of supplementary pasture, 19 acres of good improved permanent pasture, and 20 acres of hay land that produced 1,800 bales last year.

The Colombes have completed a new grade A milk barn, a 28 by 70 foot loafing shed, and have made many

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The Edwin Duhon family is shown in the kitchen of the new home which they built since starting Farm and Home Development. Extension workers assisted the Duhons in planning both the budgeting and construction of their new home.

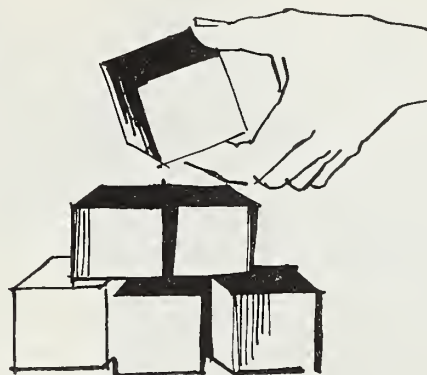


Minus Granger and Harold Hebert look over a feature story trench silo shown in background. Such use of mass media has helped greatly in extending the results of Farm and Home Development in Vermilion Parish.



# Farm and Home Development *Rounds Out* Our Total Program

by KENNETH S. BATES, Assistant Director, Arkansas



**T**HERE has been sort of a revolution in the Arkansas Agricultural Extension Service program since 1954.

Through methods in use for some 50 years, we had achieved many improvements for our rural families, including a higher level of living and improved health conditions. But we felt that there was something lacking in our program if we were to meet the challenges that were being brought about by technological advances both in agricultural and homemaking sciences.

## *Gradual Program Changes*

Farm and Home Development seemed to have the possibilities to further extend our program, making it complete. Since we began this work in 1954, the county and State programs have been gradually changing.

But we didn't make this change overnight. Many problems were encountered in implementing Farm and Home Development. Our procedure entailed orienting and teaching our entire extension staff. Ideas and attitudes still are being realigned—and our entire staff is giving more thought to the overall family approach to solving problems.

We started out by setting up a State committee to furnish guides in Farm and Home Development. This committee received a week of training in a regional workshop in Springfield, Mo., and another week at a workshop in Rock Eagle, Ga.

Then another 2-day conference was held with the entire extension teaching and research staff of the College of Agriculture and Home

Economics participating. The program for this conference was confined largely to concepts, procedures, and materials to be used in Farm and Home Development work. In December 1954, a 3-day annual extension conference was devoted to Farm and Home Development and was attended by the entire extension staff.

Since this initial training program began, 8 in-service training conferences, 3 week-long farm development, and 1 home management workshop have been held.

This year our entire in-service training program was devoted to integrating Farm and Home Development into the total extension program. Courses were offered on how to select and work with families; fitting FHD into the extension program; when and how to combine FHD parts of the planning process; evaluation, benchmarks, and how to measure progress; and how to plan with farm families.

## *Broader Scope*

Since starting Farm and Home Development, we have found that agents do not spend as much time on teaching improved practices that will tend to increase the total yield on the farm. Instead, they try to work with the entire farm family on a much broader scale and on an individual basis. Through FHD the agents are in a better position to understand family problems.

Agents are finding that more conclusive result demonstrations can be obtained on farms of Farm and Home Development families. These farms are visited on tours and are excellent

examples of how the recommended practices fit together in a family plan. Several counties are holding home management leadership training meetings in the homes of Farm and Home Development families.

Information obtained from these families is being used by many agents in commodity subcommittee and county agricultural planning committee meetings. Facts obtained from enterprise accounts and result demonstrations highlight committee activities. In addition, they give the committee local data that can be used in planning the extension program for the coming year.

## *Results Seen Already*

Like any great changes, results from Farm and Home Development have been slow in coming. By the end of the 1956 crop year, the results of planning done the two previous years were starting to show up. Agents began using these results in their information programs and subject matter meetings. This helped the agents themselves to know that Farm and Home Development was a necessary part of their extension program. They began to realize its value and started seeking more understanding of how to do it.

In 1957, results are more clearly defined. One county agent said, "Every farm and home family we have worked with has increased its net income during the past year."

As of June 30, 1957, a total of 1,341 Arkansas farm families were actively participating in Farm and Home De-

*(Continued on page 232)*

# The *FOLLOWUP* is essential in holding cooperators interest



by CATHERINE CESAR and MEL HOUGAN  
Extension Agents, Yakima County, Wash.

A SATISFIED customer is the best salesman. Our followup determines whether we have satisfied Farm and Home Development cooperators in Yakima County and whether they will encourage others to take part in this work.

Yakima County was one of the original pilot counties in Farm and Home Development in our State. Marion Bunnell, chairman of the county extension staff, was given a year's leave of absence from his other duties to head the work in the county. Catherine Cesar assisted him on home planning.

## *Importance of Records*

It was decided early that adequate records and followup with cooperating families were very important. File holders were set up for each family and contained a duplicate copy of their workbook and copies of correspondence. A card file is used to record each followup contact.

The importance of setting up these records when Farm and Home Development work was initiated was later confirmed. After the first year of work, Bunnell again assumed his duties as chairman of the county staff and M. C. Hougan was selected to head FHD in the county. The records developed during the first year helped to maintain continuity in the work.

At the end of the second year, cooperating families were asked to evaluate the work and its effect on their farms and homes. From these evaluation reports, it was determined that farm and home calls by the agents were more beneficial to the cooperating families than any other type of followup work.

Farm and home calls varied somewhat in form and purpose. As new families asked to be accepted as cooperators, the home agent and agricultural agent made a joint visit to the farm and home. The purpose of Farm and Home Development work was explained and, if the family desired, the first steps were taken toward assembling the history and background information on the farm and home. The workbook used with cooperating families was explained and preliminary budgeting for the next year's operation started. The families were encouraged to complete their budgeting and other portions of their workbook before the next call by the agents.

As the number of cooperating families increased, it proved helpful to do a considerable amount of preliminary work in small group meetings. This reduced the number of farm and home calls to the cooperating families, but such calls are still an important part of the program.

## *Dual Values*

After one or two small group meetings, the home and agricultural agents visit the farms of the new cooperators. This call has two purposes. It establishes greater confidence in the extension workers on the part of farm family. And it gives extension workers a firsthand picture of the farm and home, the physical facilities, and the problems with which the family must cope.

As the farm and home plan progresses, problems sometimes develop which necessitate further farm and home calls. If the problem is a general one, the agent working with the

family makes the call. If the occasion warrants, two or more agents may call on the cooperating family together.

During the farming year, both the home agent and the agricultural agent make farm or home visits to the cooperating families. Sometimes this occurs as a team, sometimes individually.

## *Other Followup Methods*

Farm and home visits are not the only type of followup with cooperating families. A special invitation is sent to all cooperating families when subject matter meetings are held. Farm and home cooperators are invited to attend outlook meetings prior to the next year's planning.

Group tours are held to further follow up on the work with the cooperating families. Actually seeing how another family has overcome an obstacle often helps to solve even a distantly related problem.

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Yakima County Home Agent Helen Hunter discusses furniture remodeling project on follow-up visit to home of Mrs. Leland Clousing.



# Horizons are BROADENING for Extension and Farm Families

by MIKE DUFF, Coordinator Extension Programs, Kentucky

**T**HE county extension program is broadening its scope and families in Casey County, Ky., are gaining a new perspective of their goals in life. The county staff credits Farm and Home Development as the major reason for these changes.

Located in southeastern Kentucky, Casey County has 2,772 farms which average 84 acres in size (40 acres of cropland and 44 acres of woodland). Farming consists largely of livestock, corn, hay, and pasture, with small acreages of burley tobacco as the main cash crop. Per capita income in 1955 was only \$565 but things are on the upswing now, thanks to Farm and Home Development.

County Agent George Noble held a series of Farm and Home Development group training meetings with 10 families in 1954 but few wives attended regularly. The next year Mrs. Shirley Sheperson became home demonstration agent and 16 new families were added, with most of the women actively interested. Twelve more families were signed up in 1956 and all the wives participated. Today, 67 families have had training in Farm and Home Development.

## *Influence on Extension*

How has Farm and Home Development influenced extension work? Here are some of the benefits reported by Mrs. Sheperson and Mr. Noble:

- Farm and Home Development gives extension workers and the farm family a clear perspective of the total farm and home scene.

- Working together in FHD, extension staff members develop greater respect for their coworkers.

- Close ties and better understand-

ing are fostered between all U. S. Department of Agriculture agencies.

- Participating farm families develop new hopes and greater enlightenment. They seem to think more clearly in terms of the whole family's needs.

- Farm and Home Development training gives both agents and families an ability to set job priorities. This is an attribute becoming increasingly important in these rapidly changing times.

- The entire extension program is strengthened. More information is disseminated because of increased office calls and greater attendance at subject matter demonstrations, tours, and other extension events.

- A greater respect for record keeping and planned progress is created among farm families.

- Adult leadership increases across the board as a direct result of FHD.

- Farm and Home Development gives a new and sounder philosophy of farming, homemaking, and living in general.

## *What Families Think*

What do farm families in Casey County think of Farm and Home Development? I visited a few to get their views.

Mrs. J. R. Lawhorn told me: "Farm and Home Development helped us to know our farm and showed us ways to use it to best advantage. We're building the farm up now and we're hoping the farm will build us a new home by 1965."

"The new barn we built cut our labor requirements in half," Mr. Lawhorn pointed out. "I've culled out four cows and expect to have a better



Job priorities, or which things come first, are discussed by Home Agent Shirley Sheperson, the Sterling Smithers family, and County Agent George Noble.

net income this year than I had last year. Now we're going to increase the herd from 12 to 20 cows and change from Grade C to Grade A milk production."

Mr. and Mrs. Sterling Smithers are a young family who own and operate a 126-acre general farm. "Farm and Home Development gave us a broader picture of what we can do," Mr. Smithers told me. "We learned up-to-date methods, not old folks' ways."

"We revise our plans from year to year," Mr. Smithers added. "First we aimed at 18 milk cows. Now we realize we can carry 24 with the pasture and hay program we've developed."

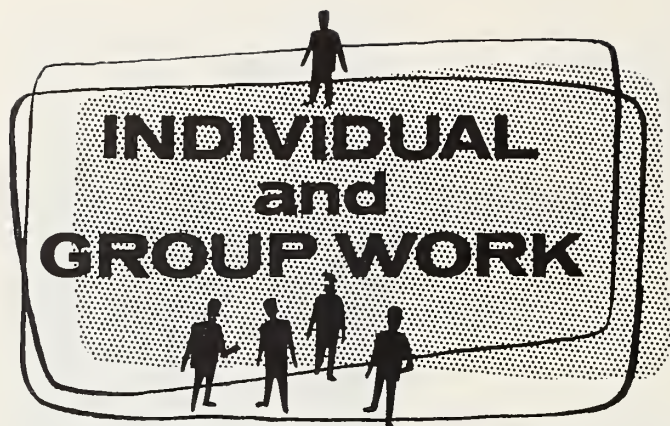
Their progress has aroused interest among the Smithers' neighbors, too. "Every week somebody asks me about Bangs testing, silos, Grade A milk, or something," Mr. Smithers reported.

Mrs. Smithers admitted that Farm and Home Development had given her a better understanding of farming practices. "I'd always questioned whether we should spend so much money for fertilizer every year when we needed so many things around the house. After getting this training in Farm and Home Development, I'm in favor of using all the fertilizer that soil tests show we need."

The next family visited, the J. W. Smiths, were full of praise for Farm and Home Development. Mr. Smith

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... It takes *Balanced Farming*

Here's what Missouri

by C. R. MEEKER

Extension Farm Management Specialist, Missouri

**W**E in Missouri feel there's no one method for doing Farm and Home Development. In our program, which we call Balanced Farming, we've used a variety of methods successfully during the past 20 years.

Both group and individual teaching methods can get the job done. The group system has a big advantage—an agent can work with more families. But we feel the group method is worthy only where it is supplemented by individual discussion. Personal or individual counseling is one of the main characteristics of Balanced Farming.

### *Need for Individual Counseling*

Group work is effective on practices, but practices are not always first in Balanced Farming. We feel decision making is more important in many cases. This takes individual guidance. For example, the family with a tough credit problem has no intention of making it the subject of a group session. Nor does the family who is deciding whether to intensify production on a small unit, buy more land, or leave the farm. Most farm families have limited capital. What is the best way to use the available capital? These are tough questions, but they have to be faced.

Much of the good a Balanced Farming agent does is in providing information and guidance to help families make these decisions. But he can only do this after he has won their confidence. He can then point out possible alternatives for the fam-

ily to consider. The agent works with the farm family to help them recognize and solve problems to achieve family goals.

The experienced agent walks over the farm with the farmer, looks at his livestock and buildings, and listens to his problems and ideas. He visits in the house with the family, perhaps eats dinner with them. Together they may look over available records, and listen to what the farmer, his wife, and family have to say.

In this way the agents come to recognize the need for giving families individual guidance on basic decisions. It may be a needed change in the farm organization, work off the farm, expansion of units, specialization, management, or other adjustments. The adjustments may be major ones or they may be only keeping up with the latest and best information.

### *Working with Groups*

After a family has determined its goals and the probable optimum allocation of resources, then group sessions become quite valuable. When a group of farmers, for example, have decided to make dairying their major enterprise, they can be helped greatly in groups. We've made good progress along this line. It is here that practices and technology are important. Good plans are put in operation by the application of good practices.

We have about 80 associate agents who are working on Balanced Farm-

ing. We find it takes this extra man in a county to get the job done. A well-trained man working full time on Balanced Farming can work with 50 to 100 families. Some 70 of these agents are working with associations, the remainder with groups or individuals not formally organized in associations. About 50 are using a combination group and individual visits method, the others are working directly by individual contact.

There's much to be said in favor of the association. Folks in these soon develop an esprit de corps that pushes the overall program. They meet for chicken barbecues, basket dinners, sausage fries, venison dinners, and



Personal visits to farms of cooperating families are made after group schools are completed during winter months. Barton County Agent Ross Weaver inspects stored grain with Luther Robertson, dairymen.



# How to do the job efficiently!

## Kansas workers say

by HAROLD SHANKLAND  
Associate Extension Editor, Kansas

other get-togethers. They sponsor tours and field days for businessmen as well as their neighbors.

For a good example of how we use the group system and tie it to individual work, let's look at Barton County. Here, 106 members have divided up into 16 small neighborhood groups.

Lester Parrish is Balanced Farming agent in the county and meets with 12 of the groups. County Agent Ross Weaver has worked with the other four groups. The home agent, Elsie Jarrell, works with all groups as needed on developing the home side.

Among the cooperating families, 90

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Individual guidance is important in decision making and detailed planning. Home Agent Eileen Gibson, left, works with Mrs. Rolph Schroder on kitchen remodeling in Ripley County, Mo.

As in other effective extension teaching, Farm and Home Development isn't done by any single method but by a combination of several.

That's the consensus of agents in the three Kansas counties selected for interviews on Farm and Home Development. But when you pin the agents down to the most important method, they agree that you can't get away from the individual family contact.

Decision-making is a family matter; money is a personal problem; and farm and home plans are individual problems.

Each of the three counties—Brown in the northeast corner of Kansas, Mitchell in north-central, and Sumner in the southern tier of counties—held countywide meetings to explain Farm and Home Development and to obtain prospect lists. Occasional countywide meetings have been held since, but most of the work has been done in small groups of 3 to 6 farm couples meeting in homes.

### Encourages Questions

"Group contacts of necessity are much more general than individual ones. In individual contacts the homemakers have specific questions. I thought I would have to drag it out of them," the Sumner County home agent said, "but I found they had plenty of questions and were anxious for assistance."

Of the 66 families enrolled in Farm and Home Development in Sumner

County, only 6 or 8 are not doing off-farm work (both husband and wife in a number of cases). This means agents must visit the families in the evening, on Saturdays, or at other times.

The Mitchell County extension agents schedule their individual visits for the fall, winter, and early spring when the families are not as busy as they are in the summer. During the first year monthly visits were made to each of the 40 families. Since then visits have been on an every 2-month basis.

The families receive outlook information, a monthly newsletter, market information, crop tips, and a schedule of radio programs of the Kansas State College station. They are encouraged to attend the coordinated county schools conducted by State extension staff members and other educational meetings.

As a result of their efforts to encourage families to analyze their situations, the Mitchell County agents report that roughly one-fourth of the cooperating families have acquired additional land. Two families have dropped their cowherd programs so they can handle larger numbers of cattle.

Notebooks are provided to families in the Brown County program. These give the families a place to keep a month-by-month calendar of livestock enterprises, outlook information, and material pertaining to family and home projects.

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## THE PAYOFF

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They now list in advance what they will need and buy in bulk when possible. The result is a saving of about 20 percent.

They grow much more of their food than in the past, and in greater variety. For example, Mrs. Reed cans twice as many tomatoes as she did, in order to help supply the recommended amount of Vitamin C for the family. They eat green vegetables more often. They have traded their original home freezer for a larger one.

Because they were eating too much pork, they balanced this by producing more beef and poultry for home use. This year they began to enjoy peaches from their young orchard.

Mrs. Reed sews more than she did before 1954.

As a direct result of Balanced Farm and Home Planning, the Reeds secured the protection of health insurance. They set up a study center for their children, featuring recommended lighting.

Major improvements to the house included adding a bathroom, utility room, and badly needed storage.

Other physical improvements to the home were: redecorating the breakfast room, rearranging the kitchen to save steps, repainting and repairing the house inside and out, grading the badly eroded yard, and general landscaping.

### Records Aid Planning

Mr. and Mrs. Reed are keeping adequate records of their farm enterprises and home management, something they did not do before 1954. This has caused them to make adjustments in some phases that they found too costly.

Three of the Reed sons over 10 years of age are active 4-H Club members. They carry projects that fit into their family's farming plans. An older son is a junior in agricultural economics at Mississippi State College.

Their oldest daughter, who is married, practices in her own home in town many of the budgeting and nutritional methods that extension agents influenced her family to adopt.

Neighbors pay close attention to the modern pattern of farming and family living that the Reeds are successfully demonstrating. Tour groups

of farmers and agricultural workers from outside their county, and even outside Mississippi, have visited the Reeds. They and their extension agents enjoy the satisfactions of knowing that their efforts have been multiplied many times over in service to others.

## TWO STAYED

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pole-type tramp shed, a 4-stall milking parlor, and a Grade A milk house. They now have 40 dairy cows in the herd. The house has been completely remodeled, a bath has been installed, and a home freezer has been purchased.

Bill Stark says, "If it hadn't been for Farm and Home Development, we would have been living in town and someone else would have been struggling like we were in an effort to make a living."

## This Family Moved to Town

"I sure like beef cattle but I'm going to have to keep 2 or 3 times as many cows if we send Mary to college and get everything done around the house that Mom wants done," exclaimed John Wilson in the Carroll County, Ind., extension office. "What is the best rotation to give enough hay and pasture for those cows?" he asked Ted Brown, assistant agent in charge of Farm and Home Development.

Ted knew that the Wilsons could never make an adequate income on their poor 80 acres. He also knew that Mrs. Wilson was unhappy with their present level of income. Ted and June Lowther, the home agent, suggested that the Wilsons join the next group of Farm and Home Development families to see what could be worked out.

The result? After the Wilsons had set their goals and studied their opportunities, they sold their 80 acres and moved to town. Mr. Wilson has work in town that nets him over \$5,000 a year, more than twice the amount formerly received from their farming operation. All members of the family are happy over their decision, and they give the Extension Service credit for their change.



Good land-use is a constant goal of Balanced Farm and Home Planning families. Tammie Reed, right, and Associate County Agent Claude Ming look over gullied area being reclaimed for permanent pasture.





# LET'S PERFORM AS A CHORUS

by J. R. PAULLING, Federal Extension Service

**T**HERE is little room for soloists in Farm and Home Development. Of all things, we need our specialist staff performing as a chorus. This recent remark of a county agent who is outstandingly successful in Farm and Home Development is a good summary of the specialist's role in this approach to extension work.

The view this agent expressed is that success in Farm and Home Development requires teamwork among specialists, as well as between the specialists and county staff. It also hints that from the agent's point of view, teamwork among specialists may at times fall short of the ideal.

Extension workers have a guiding principle that has proved completely reliable in the county agent-specialist relationship. The county agent (common gender) is the key figure in the extension system. Others, including administrators and specialists, exist solely to support his efforts. That which the specialists can help the agent to do is what really counts, not what specialists can do for the public directly.

## *How to Coordinate*

Teamwork among specialists is not easily achieved. There are forces that tend to separate rather than integrate our efforts. One is the trend toward specialization within ever-narrowing fields. Specialists' training may be another. Tradition has played its part, as has the very nature of extension organization—by projects. All these have tended to separate the lines of work of the various specialists.

Farm and Home Development focuses attention on the need for meshing contributions of the various spe-

cialists. Experiences of staffs operating on this principle suggest ways by which this can be done.

1. Become thoroughly acquainted with Farm and Home Development. The best, if not the only way, is to get into the process. It cannot be learned from another. Like becoming a swimmer, it cannot be done without getting wet.

Occasionally, a specialist is heard to say he has not been asked to participate. While this is unfortunate, it raises the question: Can specialists afford to wait? Or from the broader view, Can Extension afford to have part of its team waiting to get into the game?

2. Learn the recommendations of fellow specialists, particularly those in related fields. This is precisely the point at which the demands of Farm and Home Development run counter to some concepts of specialization. A measure of generalization is required.

It may be an eye-opening experience to the specialist to try to fit together the recommendations of his and other project groups, because they often do not mesh well. Yet here is a responsibility that must be met by the State or county staffs. The question arises: Where can it be handled most effectively?

## *View as a Unit*

3. Help evolve a concept of Farm and Home Development that all extension workers can embrace. It is important to cultivate the attitude of dealing with problems in light of their relationship to the farm and the home as a whole, rather than independently.

4. Share with the entire State staff in developing procedures, and in

using the counsel of county staff to the fullest practicable extent.

The result of leaving this job to any single project group is obvious. If left to agronomists, for example, the process is likely to be slanted too much toward soils and crops. Or, if left to farm and home management specialists, others may be inclined to regard FHD as simply another farm or home management project.

5. Package recommendations applying to situations that concern several projects. In this way they will be made to fit. Take, for example, the development of a pasture system. If the animal husbandmen, dairy specialists, agronomists, conservationists and others concerned come together to develop recommendations, these recommendations will harmonize. And each project will support the others. But until this is done there is likely to be discord.

## *Harmonize Effort*

6. Assemble pertinent facts for the use of county personnel in dealing with farm people. Specialists in many States have found a handbook treatment very satisfactory for this purpose—another opportunity to harmonize the contributions of various project groups.

7. Remember that extension's role is teaching. The job is to teach the family to make its own decisions. A good teacher knows that it is easier to do something for a person than to teach him to do it himself, but the latter is more effective.

8. Develop teaching devices and techniques that will help the farm family understand and appraise the alternatives available, and that will

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## WE'RE SOLD ON FHD

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goals and know how to reach them.

5. Evaluation and projected planning are essential.

Indiana has recently put a combined planning guide and evaluation form into use. It lists long- and short-term goals of the family. It also requires detailed planning of specific changes to be made and how to make them in order to obtain the desired goals. The family can evaluate their progress at the end of the year, and then, using a new planning guide, project their plans for the next year. Family plans must be revised annually, based on new technological developments, changing economic and family situations, and family progress.

"This form forces us to sit down together, think through what we want, and plan what we must do to get it. We have been in the habit of planning from day to day and trying to meet problems as they come up," one family said to Whitley County Agents Hugh Reinhold and Margaret Rosentrader.

Results of Farm and Home Development work are directly related to:

1. The teamwork and understanding of agents, specialists, supervisors, and administrators.

Counties in which the agents understand FHD, see how it fits into the total program, and work as a team have the strongest programs. However, one person should be assigned the major responsibility for directing this phase of the total program. One of the greatest difficulties is to get personnel to see that Farm and Home Development is not a matter of dealing with practices singly, nor merely farm planning, nor just intensification of extension assistance.

### Single Administrator

2. One individual should be made administratively responsible to coordinate and direct the program at the State level.

3. Well-trained personnel with broad knowledge and an understanding of individual and group teaching methods are essential.

4. More accomplishments are made

when the total family understands and participates in the program.

5. Results are almost in direct proportion to the number of followup visits made by agricultural and home agents.

6. Four annual summaries show that the potential net farm income on the average Indiana farm is practically double the present income.

7. Four percent of the people with whom we have worked have left the farm for more profitable off-farm employment when they are convinced that their existing resources could not give a satisfactory level of living. This is a service to the family and to the economy as a whole.

## OUR TOTAL PROGRAM

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velopment. A breakdown of the participating families showed the following:

Status of Participating Families	Percent
Little or no previous extension contact .....	23.8
Getting started in farming....	11.0
Have incomes in the lower one-third of the county....	28.2
Are part-time farmers.....	12.2
Other (than the above categories) .....	24.8

Total .....100.00

Thus families are being reached that have a need for educational service on an individualized basis.

### Adjusting Program

County progress reports on program development and projection indicate that Farm and Home Development will be useful in working out many of the problems to be dealt with in future programs. A combined State plan of work will be developed each year by the State staff which will recognize adjustments to be made in the present program.

As a result of Farm and Home Development and adjustments in the scope and direction of extension work through program development and projection, progress will be made in the future. Farm and Home Development is really beginning to work for us and as we go forward, we believe the benefits will multiply.



Planning leads to decision-making by the family, after a study of their resources and goals. Patricia Mauller and Clay Cudniff, Elkhart County agents, are shown planning with the Glenn Handerich family.



# Good Management Made the Difference

by LILA B. DICKERSON, *Home Management Specialist*, and  
A. W. PETERSON,  
*Farm Management Specialist*,  
Washington



Because of the management skills she learned from Farm and Home Development, Mrs. Clarence Chubb was able to carry on the family farm when her husband was incapacitated for six months.

**W**HEN a family showed us they could use Farm and Home Development to readjust plans upset by an accident, we knew they had learned new management skills. This is the best method extension has to teach improved farm and home management.

The Clarence Chubb family was one of the first families in Franklin County, Wash., to start farm and home planning in early 1954. Their experience demonstrates that this method can become a permanent tool for solving problems.

Our purpose was to demonstrate and teach a more systematic approach to the management problems of the farm and home. The Chubbs willingly took the time to go through the process, step by step.

## *Listed Resources*

First, with the guidance of the extension workers, the family asked and tried to answer this question, "What is our situation?" They listed an 83-acre irrigated farm, about 60 acres of average productivity, the rest waste or too sandy even for irrigation. They had 3 years of experience on this farm and knew many of its strong and weak points. They had acquired

some skills in operation.

The Chubbs had found that alfalfa was their best crop and that selling it as fluid milk was probably their best market outlet. On January 1, 1954, they had 30 cows and 26 head of other dairy stock. In March, when they actually started farm and home planning, they also had 1,000 pullets that would be into production in 1 month.

The home and family resources were not overlooked. Mrs. Chubb would have primary responsibility for the laying flock. She and 10-year-old Jimmy could also help on other chores. The way the Chubbs figured it, labor-saving equipment in the kitchen, including a dishwasher, was productive equipment and cheaper than hiring farm labor. The Chubbs summarized their previous farm and home records. They made a financial statement listing their assets and liabilities and figuring their net worth. This gave them a realistic look at what they had and what they owed. It also provided a basis for future evaluation of progress.

In the long run they wanted a farm that would make them a satisfactory living; a permanent, new house to replace the present tempo-

rary shelter; and educational opportunities for their children. Short-term goals were: increase their dairy herd and poultry flock so that they could pay their debts and still have a good living.

## *Studied Alternatives*

When the Chubbs had finished listing their resources and goals, they had a better idea of their problems. Now they studied alternative solutions.

About the biggest current problem was that of time. They had an 80-acre farm to irrigate, a 30-cow dairy to operate, and 1,000 hens about to come into production. In addition they had to expand if they were to pay debts and live comfortably. With our help they made an analysis of time requirements for different jobs and then developed a time schedule. The entire family, including the children, would have to cooperate carefully if everything got done well and on time.

If time was first on the problem list, debts and how to meet them were certainly second. The hard, cold facts for the Chubbs to face were that they had promised to pay several thousand

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## FORMULA FOR SUCCESS

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improvements in their home. Net farm income has gone from \$3,646 in 1954 to \$5,732 in 1956. Most important, their outlook on farming and rural living is bright and their hopes for the future seem assured. All of this has taken place despite the fact that Mr. Colomb speaks only French.

### **Reporting Progress**

From the beginning of our Farm and Home Development work, we have made wide use of the progress of cooperating families as a means of conveying subject matter information to all farm families in our parish. Local and regional newspapers, farm magazines, and our radio station have been most helpful in this effort. Specific examples of Farm and Home Development progress have also been reported to civic groups, school boards, and the county governing body. Before-and-after slides and charts comparing year-by-year operations by cooperating families are used to show progress.

In August 1955 a tour was made of one cooperator's rice farm to observe the results of a fertilizer demonstration conducted by the experiment station in cooperation with the Extension Service and the farm family. Since the tour was made during the heart of the rice harvest, only 22 farmers showed up. However, black and white photographs and slides were taken of the demonstration plots and of other farm and home improvements.

These photographs were used in a feature story which was printed in all newspapers in the rice area as well as in one regional magazine. The slides were used in community meetings with a total attendance of 260 persons. One radio program was devoted to the results achieved by this family since starting Farm and Home Development. Thus, the impact of this demonstration and tour was multiplied from the original 22 farmers who visited the farm to several thousand families.

Another example of the influence of mass communications upon our Farm and Home Development work

is widespread dissemination of results attained by one of our dairy families. Slides and black and white photographs were taken of improvements made by the family showing the situation both before and after improvement. A tape-recorded radio interview was made with the family right on the farm. The pictures were used to illustrate a feature story on the family's operations which received widespread use. And the slides were shown at several meetings with farmers and with local governing groups. A circular letter outlining dairy results achieved by the family through the use of better practices was sent to all dairymen in the county.

### **Influenced Many Programs**

There are 96 dairies in the parish. Due to the influence of mass communications telling of the results achieved by this family, 60 to 70 percent of the parish's dairy farmers planted summer and winter supplementary pasture this year compared to only about 30 percent last year.

We also credit the wide use of news articles, pictures, tours, radio programs, and meetings on the results being achieved by Farm and Home Development families for many other changes we are seeing in the parish. Last year, for example, 12 dairymen started a good dairy replacement program, 9 beef producers started feeding out calves for market, 18 hog producers followed a good feeding program, 8 commercial poultrymen started on a good management program, and 12 farmers improved their cotton production program as a result of what they had observed from Farm and Home Development co-operators.

These are the reasons we believe the formula for success in Farm and Home Development is "Do a Good Job and Let Others Know About It."

### **IT TAKES BOTH**

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are farm owners and 16 rent their farms. All pay a \$10 membership fee. The groups hold regular schools during the winter on subjects selected by the members. All but 2 of the 16

hold all-day sessions. One group voted for night meetings and one for afternoon sessions only.

One meeting in the series was devoted to income and expenses tied to recordkeeping. This proved especially timely near the end of the year since every member was in the process of getting income tax forms prepared. Social Security in the farm picture was also discussed in this connection. Farm women are interested in financial records and often keep the farm as well as home accounts.

These group work sessions got the new association off to a big start. Much of the early planning was already in the workbook. However, all the day-long gatherings were not entirely devoted to around-the-table planning. As weather permitted, the teams worked outdoors on such subjects as water management and farmstead arrangement.

### **Individual Work**

These outdoor periods brought further questions, many tied to an individual operation. They also generally pointed out the assistance that Agent Parrish could give during the year. As a result, his time during the summer has been spent largely in individual farm visits to help on specific problems and put Balanced Farming systems into operation. The homes were not left out. Groups studied kitchens, bathrooms, remodeling, house plans, landscaping, and other home phases.

Extension is an educational program. Our job is to help farm people make adjustments in line with changes in agriculture. We can bring needed information and help people learn how to use it in making plans and decisions. To attain the desired family living, they need to learn all they can about fully utilizing their resources.

The gap between potential and present or actual level of attainment is quite wide for many farm families. Farm and Home Development has proven with hundreds of farm families that extension can work successfully in the area of increasing returns and satisfactions on the farm.





by WINIFRED EASTWOOD, *Head, Extension Division of Home Economics, Massachusetts*

**A**RE there similar personality characteristics which lead to success in Farm and Home Development counseling?

At first we may follow our usual pattern of thinking and say there are many ways to success in the various programs of the Extension Service. Therefore, very different people can be declared successful by coworkers in Farm and Home Development.

Yet, if we reconsider, we'll have to admit that fundamentally there are certain qualities common to people successful in this work. One similar ingredient is warmth of personality. They all have a cordial, friendly, interested attitude toward others. Each will shake your hand with sincere friendship, and his or her face will show it is meant. They remember those details you told them the last time you met. Their genuine concern is the foundation on which Farm and Home Development families build respect, ask for help, and take suggestions.

### *Regard for Others' Work*

A second component is a respect for other people's work, both men's and women's. This gives them the ability to explore in thought and to plan in the home or on the farm, and feel deeply the importance of both in contributing to the whole. With this regard for all kinds of work, there is also an easy feeling in talking it over with the farmer and homemaker together. Successful counselors feel at ease even when

dealing with subject matter not exactly in their field.

Another quality is an ability to keep quiet so that others may talk and listen. Successful farm and home counselors are well-disciplined people who can let other people talk, and feel the relationship is progressing. The Farm and Home Development families appreciate such a counselor.

It is vital that the families be encouraged to talk, because it is only through this expression that the counselor can learn about their background, desires, and values. All of these may be very different from the counselor's own or those of his acquaintances and friends.

### *Respect Opinions*

This leads to another characteristic of successful counselors. They do not show shock, surprise, or amazement when individuals act differently or make decisions that the counselors would not make themselves.

Tied up with listening and not registering surprise is an ability to refrain from giving answers. Counseling is helping people to work out their own answers. Successful workers are secure within their subject matter field and do not feel the need to demonstrate their knowledge. They are able to hold back on answers and let the families muddle a little and come to their own decisions.

Teaching the decision-making process takes rare patience and perspective on the part of counselors. The successful ones have both to a high degree.

In connection with this the successful counselor has had some personal experience in solving problems and making decisions. Age makes little difference, for some young people have solved more difficult problems than their elders. Some experience in farming or homemaking is certainly helpful, and many people would say necessary. The experience may be only training, although the combination of training and practice is preferred. Some experience in the general program of the Extension Service before doing Farm and Home Development will add to the counselor's security.

The successful counselor in Farm and Home Development is a true educator. He or she has a deep desire and concern to help people to gain new knowledge, thus enabling people to better understand the present world in which they live, and to make wise decisions from the best alternatives they are able to consider.

### *Good Managers*

The counselors are able to manage their own resources—time, money, and energy. They are able to accept change, which is the heart of good management. Otherwise they probably would not be in Farm and Home Development.

These qualities are not unique to Farm and Home Development counselors—the most successful people have in a measure some or most of these qualities. But the successful counselors have them all, and probably in a higher degree.

### **WHAT THEY ARE**

*(Continued from page 220)*

courses of action it may take in achieving family goals.

(f) Selection by the family of the courses of action that offer the best possible outcome in terms of family satisfactions.

(g) Development of short and longtime plans for carrying out these courses of action.

(h) Willingness of the family to put its plans into action and to assume responsibility for the action it takes.



## KEEPING IN STEP

(Continued from page 219)

cess and failure in Farm and Home Development. Unfortunately, many agents have had to receive their training on the job.

Kenneth Bates of Arkansas says, "Our procedure entailed orienting and teaching our extension staff. This year our entire in-service training program was devoted to integrating Farm and Home Development into the total extension program." Arkansas started out with an intensive training program and has continued it ever since.

Many of the criticisms we hear about Farm and Home Development could be overcome by providing better opportunities for training of the staff. After three years one occasionally hears an extension worker say: "I am not involved." This is one method in extension work where teamwork on the part of all staff members and an opportunity for the integration of the efforts of staff members is most important. Every specialist has a contribution to make to the body of subject matter that agents need in working with families. Many States have found that by bringing specialists together with the steering committee, they do make their contribution to Farm and Home Development.

## INDIVIDUAL WORK

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At county meetings for new members the agents discuss and distribute printed material on phases of family life, home living, youth activities, and farm enterprises. In informal meetings of small groups in homes, the agents take the lead in discussing principles of nutrition, crop production, and similar subjects.

When Federal assistance became available for additional personnel for Farm and Home Development, Brown County was among the first 15 to appoint an assistant agent for this work. The goal of 50 families was exceeded and the agents have worked with 66 families. The extra help which the Federal funds made possible has enabled the extension agents to do more individual family counseling.

"We are careful to include the second- and third-year 4-H Club members when meeting with the families and we encourage them to participate in planning the whole family program," the Brown County agents report. "Families themselves become leaders or demonstrators in the extension program, whether they realize it or not."

Farm visits are an important part of Farm and Home Development, they point out. "We can add tours and field days, but we will still need the individual contacts."

## LET'S PERFORM AS A CHORUS

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aid the agents in teaching these processes. Check sheets, productivity balances, feed charts, and varied input-output presentations are examples.

9. Practice the Farm and Home Development process. Join colleagues in improving and perfecting it.

Workshops can be repeated profitably. Invaluable experience can be gained by joining county personnel in work directly with farm people. For demonstration purposes, the selection of farms which are engaged in FHD not only provides ideal staging, but affords additional experience as well.

All these afford opportunity to see problems from the farm family's side of the fence. That makes a whale of a difference, say specialists who have experienced it.

The need for performing as a chorus cited by the county agent presents a challenge to specialists. Farm and Home Development provides the opportunity to prove specialists can harmonize. Have you joined the chorus?

## HORIZONS ARE BROADENING

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He said he had switched from feeder calves to a pasture and corn-fed fat stock program and doubled his income in 1956. His wife commented, "He has a farm plan now and knows what he's going to do. I wish we

could have had this training when we got married 30 years ago."

The answers were prompt and enthusiastic when I asked these families if their experience with the extension staff had been worthwhile. Mrs. Smithers gave a typical response, "Farm and Home Development helped us to know our agents better and to know that they wanted to help us." The value of subject matter meetings was pointed out by her husband, who said, "Sometimes a fellow can work two days and then go to a meeting and learn how to do the same amount of work in half a day."

## Agencies Cooperate

What about the effect of Farm and Home Development on extension's relations with other agencies? Farmers Home Administration Supervisor R. D. Grimwood has not only assisted with loans but has helped conduct group meetings concerned with financing. Practically every cooperating family has received aid on terrace work or drainage from B. C. Jewell of the Soil Conservation Service. Farm and Home Development families have made full use of Agricultural Stabilization and Conservation funds.

All agricultural agency workers of Casey County believe in working together to help farm families reach their greatest potential. This has been brought about through Farm and Home Development.



Mr. and Mrs. J. R. Lawharn are confident that their farm will produce the income to build a new home in a few years. By analyzing their resources and establishing goals, they now have a plan to obtain the home.



## HOW THEY FIT TOGETHER

(Continued from page 220)

extension methods based upon program projection plans.

Let's see how the three activities complement each other in a typical county.

In program projection, a group of farm, home, business, and civic leaders holds a series of meetings to develop long-range plans for increasing net farm income and the level of living in their county. Their report may show that some current programs should be adjusted, more intensive assistance should be given to some families, and there is a relatively large number of low-income families. This gives extension workers and local leaders the necessary information for redirecting and expanding the extension program to help the people obtain goals they have listed. Here are some of the things that could happen.

Farm and Home Development work could be started with a particular group of people, such as young farmers, that the program projection report indicated needed intensive help. Perhaps the report recommended establishing some new enterprise in the county and the extension staff determines that one means for introducing this enterprise is through FHD. County programs are put in action through Farm and Home Development.



Accurate records are essential for a family to successfully carry out Farm and Home Development plans. Mr. and Mrs. Arthur Bundy, Tarboro, N. C., are shown working on their farm accounts.

The program projection report also provides a good starting point for a Rural Development program. Farm and Home Development is ideal for helping individual farm families in a Rural Development area. In counseling with them, advice is provided on non-farm employment opportunities and help available from other agencies, as well as farm opportunities.

Packaging these three endeavors in a county is likely to bring the following results: The people know where they are going, more families are given assistance, community needs are fulfilled, the county is developed and its tax base enlarged, and the end result is higher income and level of living for more families.

## THE FOLLOWUP

(Continued from page 226)

Circular letters are another effective method of followup. Such letters should be carefully planned, have only one major idea or thought, and not be sent too often. Current outlook information is especially welcomed by the families. Many new cooperating families have been added in Yakima County as a result of comments made in circular letters.

Experience in Yakima County has shown that where we take the time and effort to follow through properly, cooperating families have accomplished a great deal in their home and on their farm as a result of farm and home planning. If we fail in our followup, the farm family soon ceases to be a cooperator.

## GOOD MANAGEMENT

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dollars that year. Of course, current living expenses and farm operating expenses had to be met.

Using their background information and that available through the Extension Service, the Chubbs made several alternative budgets. In the end they were able to answer successfully these questions about each alternative:

1. Do we want to do it?
2. Will it pay?
3. Will it pay better than anything else we can do?
4. Can we do it?

Using reasonable estimates of production and price, realistic figures on family living, present obligations that must be paid, and operating expenses, they worked out a budget estimate that showed a balance between cash income and cash expenses. With this written plan, the Chubbs operated their farm and home in 1954 with enthusiasm and confidence. That fall the county agents invited us and the dairy specialist to accompany them on a visit to the Chubb home for an evaluation session. We were thrilled to find them making excellent progress. It looked as if they would be able to carry out the plans they had made in March.

## Overcame Misfortune

About a month after our visit, catastrophe struck—or at least so it seemed. Mr. Chubb slipped a disc in his back. Now the important part of this story takes place. Mrs. Chubb, with very little help from her husband or the Extension Service, practiced what she had learned. She took a new look at the situation, analyzed their problems, and explored alternatives. Then she made a written plan, including a new budget, and went to see their creditors. The important question was, "Would they go along with her and the family on the basis of the plan she had made?" They would.

Lots of things have happened since Mrs. Chubb proved she had learned better management through farm and home planning. When we visited the Chubbs recently we found Clarence back on the job. Obligations are still heavy, but the poultry flock has done exceptionally well in spite of low prices for eggs. The dairy herd has been expanded to about 50 cows. Green chopping has become a practical operation. The new house had to be postponed, but a new brooder house has been built.

The family again looks forward with enthusiasm and confidence to building a successful farm that will provide a satisfactory living and pay the debts. And if you ask the Chubbs, they will tell you that one of the reasons they are still there is that farm and home planning helped them to do a better job of management.





VERMONT GETS

# Beauty Treatment

by MARJORIE R. NORCROSS,  
Editorial Assistant, Vermont

**H**OME and community beautification was one of the original aims of the Vermont Home Demonstration Council when it was organized in 1948. Home demonstration club members have gone to town to make Vermont more beautiful. Practically all counties are sporting new flower beds and picnic areas.

"Litterbugs" were declared enemy number one. County councils set up trash containers at picnic areas and enlisted the cooperation of gas stations to provide them for their customers.

## Started with Families

Home demonstration members began the campaign in their own families, by teaching their children not to throw trash from the car. At one county field day the council exhibited various kinds of auto trash bags. As a gesture of cooperation with the State Keep Vermont Beautiful program, they set out waste cans and distributed 250 trash bags at the field day.

The State program, set up by the governor, gave added impetus to the women to do things on their own. When the governor's committee was organized, the demonstration groups immediately offered their services.

The women rolled up their sleeves, got out their paint cans and turned their campaign toward their own homes. Litter disappeared from the yards. Tumbledown buildings were flattened and carted off. Buildings, fences, and mailboxes were spruced up with new coats of paint.

County check sheets set up for the demonstration members offered a

host of suggestions: Sow a packet of annuals, make a patch of lawn where there was none before, give a plant to a neighbor or start them off with a slip, plant a window box, and eliminate a local eyesore.

## Local Contests

Vacant lots and roadsides were touched up with flowers and picnic tables. Washington County women planted daffodils in front of war memorials and in barren spots, competing with each other in a contest.

Groups continue to beautify chosen spots by planting shrubs, annuals, and perennials. Some counties have conducted flower contests among private gardeners.

Spruced up Vermont towns are showing off new trees on school grounds and public places, a well-kept village green, and plainly marked crossroads. Neglected cemeteries are receiving proper care.

Along the highways, signs of the demonstration ladies' work show in

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Raking leaves is a big job in the off-picnic season, but the clean-up crew from the South Randolph Road Home Demonstration Club, near Morrisville, Vt., can handle it and give the tables a new coat of paint, too, by working together. The tables and arches (not shown) were built by the ladies' husbands.



## *Even the Jones' Are Impressed*

by P. R. GRIMSHAW

Assoc. Agent, Sanpete County, Utah

**B**BETTER Farming for Better Living families of Sanpete County, Utah, are doing a good job of decision-making. They have learned the process of comparative analysis as a basis for farm and home planning. The Melvin Mellors are a young farm family typical of the 29 families in Sanpete County participating in this program.

This family entered Farm and Home Development in February 1955. Analysis showed the family was about three-fourths employed with their 10-cow dairy herd and crop-type program. Immediate objectives included increasing the dairy to a 20-25 cow herd and making needed house improvements.

### *Studied Alternatives*

Several alternatives were analyzed by the family before Mr. Mellor decided to accept a milk-haul as a part-time job. This extra work netted the family sufficient income to start improving their inadequate farm home. The house planning was accomplished with the help of extension workers. Most of the labor was done by the family.

The farm has shown an increased net worth each year. The dairy herd has been expanded to 19 cows by using heifers raised on the farm. The cropping program has been improved to yield most of the feed for the 19 cows and 28 young stock now



Improvements in Melvin Mellor home, Sanpete County, Utah, are clearly evident in these before and after photos. House remodeling

on the farm. Yields have been improved through addition of commercial phosphate and nitrogen fertilizers.

Farmers throughout the county have expressed interest in farm and home planning as a result of the work of families like the Mellors.

## *We're Reaching New Families*

by JOHNNY STOWE,  
Polk County Agent, Georgia

**F**ARM and Home Development gives county extension workers an opportunity to reach many new farm families. In Polk County, Ga., 42 rural families have participated in Farm and Home Development since its inception in 1954. Of these, 16 are families with which the Extension Service had never worked.

Davistown community is a good example of how FHD aids in interesting new families in extension work. The center of the community is 20 miles from the county seat and is located nearer to Cartersville, the county seat of adjoining Bartow County. Davistown people do practically all of their trading in Cartersville and, prior to 1954, the Polk County extension agents had not been able to get families there to participate in regular extension programs.

Seven of these farm families, including six young families, were suggested by their neighbors as cooperators in Farm and Home Development. The community development



was one of first short-term goals of Mellor family when they started Farm and Home Development.

club was organized. Last year two winners in the county cotton awards program were from this community.

### *Developing Management Skill*

These families have reacted in a fine way to Farm and Home Development. They have considered their resources, developed goals in light of available resources, and have taken steps to attain these goals. This has included such steps as analyzing soils on all fields and development of fertilizer plan, cropping plan, feed plan and family food plan. These families are developing the skill to plan and manage, which is one of the primary goals of Farm and Home Development.

Members of the State staff contributed much to our county in this total effort.

We feel that our entire extension program in Polk County, including our work with farmers, homemakers, and youth, has been strengthened through Farm and Home Development.

## **BEAUTY TREATMENT**

*(Continued from Page 238)*

the appearance of more and more picnic areas. Almost every county has set up at least one table and chairs for the area. And the disappearance of poison ivy can also be attributed to them.

The Locust Grove picnic area, near Barre, stands as a cooperative venture of local townsmen. Members of the On-We-Go Lower Graniteville Home Demonstration Club had long wished to supply picnic facilities for visitors to the nearby granite and marble quarries. When town selectmen agreed to the use of some town land, quarry employees helped to clear and grade the site. With the aid of the Graniteville fire district they built tables and benches and installed running water and toilets. The home demonstration club keeps the site clean.

Always beauty conscious, Vermonters are actively trying to keep Vermont beautiful through their home and community beautification program.

## Farm and Home Development . . .

# *An Effective and Interesting Method*

by MRS. LULA KELLER, Home Adviser,  
Macon County, Illinois

**I**N Farm and Home Development work I find many satisfactions that cannot be measured in dollars and cents. It is not only a very effective and interesting way to reach families with extension education, but through close personal contact with the families, it enriches the experience of the extension worker.

Some of the 28 farm families who wished to participate in Farm and Home Development had not been in my 33 regular groups. This called for establishing good relations with each family. Often my entree to these new homes was to offer help on home ac-

counts. None had kept accounts before. I explained the advantages of knowing where their money went, told them how to keep records, and left a home account book with each family. Part of the group are still keeping records faithfully. Others were no more than exposed to the values of record keeping, but all appreciated my efforts.

### *Variety of Assistance*

Naturally, some families ask for more help than others. One family building a home requested suggestions in planning the home, selecting colors and furnishings, remodeling furniture, and similar details. Specialists from the University of Illinois helped the family learn more about the job of building and furnishing a house. The homemaker said, "It isn't often one gets such expert help with no commercial plugs."

Two families had children with speech impediments. We guided them to the speech clinic at the university where their children were given help. No one can measure the intrinsic value of such work.

Another family is remodeling the home on a rented farm, a project which has involved the cooperation of the landowner and the renter. This

has been an interesting study in values or what should come first. For example, when we were first asked to visit the home, the homemaker obviously was interested in remodeling and redecorating the living room. The home had no running water, which meant carrying water for cooking, laundry, and baths. She was amazed that our first suggestion was running water, but she decided that was more important than a new davenport. Now they have running water in the kitchen and their newly added bathroom and are going ahead with other improvements.

She came in recently and said, "I hope you can stop by to see the wallpaper in the living room. It isn't exactly what you suggested, but I think you will like it." I knew she was developing an ability to make her own decisions.

### *Results Seen Immediately*

The big difference between this individual family method and the group method lies in more immediately visible results. Knowing the whole family's viewpoint, the extension worker can see them progress towards their goal. Both methods have a definite place in our extension program.



Mrs. Lula Keller, left, helps Mrs. Gerald Parrish plan decorating and furnishings for new home built by the Parrish family.